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USDA'S REPORT TO CONSUMERS

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EATING WISELY AND WELL

If Your Weight's On Your Mind. Eating a bird-sized breakfast or skipping the whole meal is a poor way to try to keep your weight under control, U.S. Department of Agriculture nutritionists say. It's a far better plan to eat a good breakfast...and learn enough calorie arithmetic to even out your day's quota over the three meals. How many calories do you need for one day's living? An average-sized person as described below requires about the number of calories shown:

TEENAGERS:	CALORIES
Girls	2,300-2,500
Boys	3,000-3,400
HOUSEWIFE, normally active:	
Age 20 up to 35	2,100
Age 35 up to 55	1,900
MAN, normally active:	
Age 20 up to 35	2,900
Age 35 up to 55	2,600

Know Your Cheddar Cheese. Cheddar cheese's tangy flavor is too wonderful to lose, so when you buy cheddar cheese store it in the refrigerator in its original wrapping. Then, when you want to use it, let it stand at room temperature for 20 minutes or so before serving to let the true flavor come through. How can you be sure of quality in Cheddar cheese? "How to Buy Cheddar Cheese" will tell you. It's a new publication from the U.S. Department of Agriculture which will be followed by additional "how to buy" bulletins in the coming months. It offers many other tips on storing and using Cheddar cheese. Single copies are available free on postcard request to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Ask for Home and Garden Bulletin 128. Please include your zip code.

Pick the Plentifuls. If you're a wise shopper, your basket will be filled with the plentifuls during October. The U.S. Department of Agriculture lists rice, potatoes, apples, orange juice, and broiler-fryers in plentiful supply.



Top Quality Citrus. That's what you get when you choose oranges, grapefruits, and lemons that are heavy for their size. The U.S. Department of Agriculture also gives you these other hints for selecting the best produce: Get the most juice by choosing the smoother, thinner skins; don't mind the markings because they don't affect quality; avoid fruits showing withered, sunken, or soft areas.

The Three R's. You probably know the three R's of school, but do you know the three R's of cooking? They're your best bet for conserving food nutrients: Reduce the amount of water, Reduce the cooking time, and Reduce the amount of surface area exposed, U.S. Department of Agriculture specialists say. Use only the amount of water that will be absorbed in cooked cereals and rice, for example, and don't drain or rinse them.

EMERGENCY FOOD AID

USDA Foods To The Rescue. Airlifting more than 33 tons of canned meat donated by U.S. Department of Agriculture from Dallas to the Rio Grande Valley was only the beginning of Federal-State efforts in late September to get food to 100,000 people made homeless by Hurricane Beulah. While eight Air Force and Civil Air Patrol planes flew the first shipment to McAllen airfield--the only airfield operational in the Rio Grande Valley at the time--Consumer and Marketing Service fieldmen and Texas Welfare Department officials diverted 50 cars of USDA foods enroute to neighboring States to Corpus Christi, San Antonio, and Brownsville for distribution to emergency mass-feeding shelters. Later, another 26 cars of USDA food were ordered into south Texas to assist families temporarily without income because of the disaster. Canned meat, cheese, peanut butter, and raisins are in special demand during such emergencies. These foods can be used "as is" without cooking. Hurricane Beulah put most utilities in her path out of service for weeks.

RESEARCH FINDINGS

Airborne 'Eye' Detects Forest Fires Through Smog. An airborne electronic eye capable of pinpointing the smallest of forest fires, even when visibility is obscured by darkness, smog, haze, or dense drift from other fires, has been developed by the U.S. Department of Agriculture. The new detection method, known as Fire Scan, was utilized to detect more than 150 forest fires in Montana, Idaho, Oregon, and Washington during the recent forest fire emergency in the Northwest. Combinations of heat sensing and electro-optical techniques are employed in the system, which uses an infrared scanner mounted to the belly of a twin-engine aircraft. The scanner is coupled with a display unit which permits almost instant viewing of fires on a screen within the aircraft after a rapid film processing unit records the imagery.

Air Pollution and Plants. Air pollution causes acute and chronic injury to plants, U.S. Department of Agriculture scientists report. Agricultural losses due to air pollution run into hundreds of millions of dollars annually, and scientists anticipate a continuing steady increase. Air pollution injury would probably be more apparent today, they say, except injured plants and species that grow poorly are automatically eliminated by breeders, horticulturists, and homeowners, even though the air pollution cause of the injury is not recognized.

"Compacting" Cotton. U.S. Department of Agriculture scientists are gently shoving cotton fibers together in a process called "compacting." This may result in cotton stretch fabrics that are less expensive and stronger; durable-press garments that wear longer. Compacting involves running wet cotton fabric through a series of rubber-covered rollers which gently push the fabric in on itself from the edge without wrinkling. The rollers decrease the width of the fabric by increasing the height of the crimp. This strengthens the fabric. Compacted yarns are more bulky and move more easily, so they are less likely to chafe when rubbed together or against another surface. Compacting, currently in the testing stage, needs additional research before the process can be applied commercially.

High Protein Rice. There's a growing interest in deep-milled rice. Deep milling produces whiter rice, which is a prestige factor in many nations. U.S. Department of Agriculture research shows that two worthwhile products can be made by controlled deep-milling: a high protein flour and a very white head rice. Taste panels rate the flavor of deep-milled rice as better than that of the usual polished rice. The flour, containing the most nutritious parts of the rice kernel, can be used to supplement the diets of people living on foods of low nutritional value.

School Lunches Meet Nutritional Goals. Nearly all schools participating in the National School Lunch Program serve lunches that meet the major nutritional goals of the program for calories, protein, and calcium, first findings of a nationwide U.S. Department of Agriculture study show. Standards call for each lunch to contain a minimum of 2 ounces of protein-rich foods; three-fourths cup vegetables or fruits consisting of 2 or more different foods; 1 slice enriched or whole-grain bread or equivalent; 2 teaspoons butter or fortified margarine; and one-half pint milk, with additional foods to round out the lunch and to satisfy young appetites. The recommendations are based on nutritional needs of 9- to 12-year old children.

AVOID FIRE ACCIDENTS

Forest Fire Damage. Forest fires swept through the Western United States this past summer, burning over 180,000 acres of National Forest land. Even so, the total acreage burned was below that of 1966, the U.S. Department of Agriculture's Forest Service reports. During August, the Forest Service used more than 15,000 men to battle fires. Air attacks included nearly 100 air tankers to drop water and retardants and more than 100 helicopters to provide men and supplies. To move men and equipment to the fires, 43 large and medium-large transport planes, 22 light twin-engine planes and 450 single-engine planes were employed. Many of last summer's forest fires were caused by lightning, but human carelessness accounted for some. Follow Smokey Bear's advice, resolve that carelessness with flame in forests will never be yours!

Frequent Fire Hazards. Fire safety starts at home. Check your extension cords. They are dangerous when improperly used. Buy only those cords with a UL (Underwriters Laboratory) tag. When they're worn or frayed, throw them away. U.S. Department of Agriculture rural electrification experts report the ordinary extension cord is for use only with lamps or very low-wattage appliances. It's not advisable to use extensions with electric irons or electric heaters--but if you must, make sure you get a heater-type cord. For power tools, get the special three wire type cord that permits grounding.

WOMEN WANTED IN FOREST SERVICE

Forest Service Has Work for Women. Girls who have not thought of the Forest Service as "woman's work" may be overlooking some fascinating career opportunities. About 25 percent of all full-time positions in the Forest Service are filled by women, and only one-tenth of these are located in Washington, D.C. The other nine-tenths are found in towns and cities all over the country--so it is quite probable a woman may find employment in the Forest Service near her home. The Forest Service thinks so highly of women employees that it has prepared a little booklet, "Women's Work in the Forest Service." If you'd like to have a copy, write to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your zip code.

AND BY THE WAY...

Winter Wiseness. Don't be fooled into letting your evergreens die. Most people water their evergreens during summer droughts, but they forget them during the winter. Be smart, and follow the U.S. Department of Agriculture's tip to water evergreens during severe winter droughts too.

Those Terrible Termites. Are termites making themselves at home in your house? Are there earthen tunnels or runways built over your foundation walls? If so, subterranean termites are heading for the wood above. The U.S. Department of Agriculture reports subterranean termites cause millions of dollars of damage annually. So stop them before they really get going. The main thing to remember in controlling them is to break the contact between the termite colony and the wood. For specific information on controlling termites, write for a free copy of "Soil Treatment an Aid in Termite Control," Leaflet No. 324. Send a postcard to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your zip code.

Waste Not, Want Not. Can you imagine a gigantic wastebasket holding a \$100 million worth of scraps of cotton fabrics? Such scraps are a by-product of the nation's cotton mills. Last year the industry sold more than a half billion pounds of scrap material to bedding, automotive, furniture and paper industries, according to U.S. Department of Agriculture figures. The scraps were then converted into anything from oil filters to toy stuffing.

The Big Freeze. Are you thinking of investing in a new freezer so you can store foods all year around? Before you buy a freezer, consider what type you'll need. A U.S. Department of Agriculture bulletin offers suggestions for deciding the best model for your family. Learn when freezers can save money--and when you're better off without them. Copies of "Home Freezers, Their Selection and Use," Home and Garden Bulletin No. 48, are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, for 15 cents each. Please include your zip code.

For information about items in this issue, write: Editor of SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250